

Proper Use of the ENERGY STAR® Name and Logo: A Quick Guide



When preparing ENERGY STAR® Office Equipment materials, please remember the following:

- Use the international version of the ENERGY STAR logo
- Include the disclaimer statement¹ where normal explanatory information is found (see table below)
- Display the ENERGY STAR name in all capital letters or small capital letters
- Insert ® after ENERGY STAR *each time* it appears in a document, ad, poster, etc. (i.e., ENERGY STAR®)— *OR* — include the registered mark statement²

ENERGY STAR INTERNATIONAL LOGO and NAME	DISCLAIMER STATEMENT
<i>Individual Products:</i> The ENERGY STAR logo may be displayed on office products that meet the ENERGY STAR guidelines.	The disclaimer statement must be included in the user's manual or on the nameplate.
<i>Product Packaging:</i> The logo and/or name may be included on product packaging.	The disclaimer statement must be included on the product packaging.
<i>Print Advertisements with One Product Displayed:</i> The logo and/or name may be placed anywhere on the page, if the product is compliant.	The statement may be placed at the bottom of the page with other standard trademark and registration information.
<i>Print Advertisements with Two or More Products Displayed:</i> The logo and/or name may only appear on or next to those products that are compliant.	The statement may be placed at the bottom of the page with other standard trademark and registration information.
<i>Print Advertisements for a Product Line:</i> If the logo and/or name are used in a general advertisement for a product line where only certain models are compliant, Partner must include language that identifies the compliant models.	The statement may be placed at the bottom of the page with other standard trademark and registration information.
<i>Brochures, Manuals, etc.:</i> The logo and/or name may be displayed when describing the ENERGY STAR Office Equipment Program. The logo must be placed immediately adjacent to the text or article that discusses the program.	The disclaimer statement must appear with the first use of the logo and/or in the front section with the recognition of other trademarks.

To request the complete logo use guidelines for the ENERGY STAR Office Equipment Program, please call the ENERGY STAR Hotline at 1-888-STAR-YES (1-888-782-7937) or 202 775-6650.

¹ As an ENERGY STAR® Partner, (*your company name*) has determined that this product meets the ENERGY STAR® guidelines for energy efficiency.

² ENERGY STAR is a U.S. registered mark.